

## **Bio -David Snodgrass**

David Snodgrass joined LTI Associates in January 2007 as the Managing Director of the [Kentucky China Trade Center](#). LTI Associates was contracted by Kentucky Cabinet for Economic Development in July 2006 to open and manage the office, which works to promote trade and investment opportunities between the Commonwealth of Kentucky and the People's Republic of China.

Most recently, David served as Marketing Director for Image Design Group, Inc., a promotional products manufacturer and distributor located in St. Louis. As Image Design Group is a family business, David wore several hats but was primarily responsible for managing the company transition from a contract embroidery and screen printing factory to a full service marketing and promotions company. Project highlights include the development of an e-commerce website and new logo, procurement and implementation of a new order processing and accounting software package and relocation of the office and factory into a strategic location in the downtown St. Louis loft district.

David China experience was gained while working as the Commercial Information Specialist in the U.S. Embassy in Beijing. As a liaison for projects related to the 2008 Beijing Olympics, David researched opportunities and advised clients such as GE, Motorola, Emerson, Kodak and HOK and others interested in learning about Olympic opportunities. He also organized a major reception at the U.S. Ambassador residence to promote the Olympic Bond between Salt Lake City 2002 and Beijing 2008. David was also responsible for managing all of the marketing research for the U.S. Commercial Service in China, including the Country Commercial Guide, the China Commercial Brief, the Olympics Hot Sheet, Contact China and other industry specific analysis.

David interest in China started in high school when he began taking Chinese language classes. He continued into college as he earned his BS in Business Administration from Marquette University with a double major in International Business/Marketing and a minor in Chinese language. Studying abroad with The Beijing Center in China gave David a chance to explore Chinese culture throughout the country, experiences which led him to later work as a recruiter for the program where he increased enrollment by more than 50% in one semester.

David looks forward to using his background in China, government relations and small business promotion to help him as he works to develop business opportunities for Kentucky in China.